NAEB REGION I CONFERENCE

UNIVERSITY OF MASSACHUSETTS

AMHERST, MASSACHUSETTS

APRIL 8-9, 1955

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL, URBANA, ILLINOIS

REGION I

CONFERENCE

University of Massachusetts
Amherst, Massachusetts
April 8-9, 1955

Edited by

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University of Massachusetts

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14 Gregory Hall
Urbana, Illinois
August 15, 1955

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INTRODUCTION

Purpose of NAEB Region I Conference: The first NAEB Region I Conference was held at the University of Massachusetts, April 8 and 9, 1955. Like previous NAEB Regional meetings, this Conference was made possible by funds from the W. K. Kellogg Foundation.

The purpose of this regional meeting was to give the NAEB members in Region I an opportunity to discuss common problems, ask pertinent questions of Headquarters representatives, get complaints off their chests, and engage in the sort of frank discussion which larger conferences or open conventions do not permit.

In general, NAEB members have stated that this is the type of conference they prefer, and the type they have gotten most out of at other regional meetings.

This meeting brought together NAEBers from Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont in addition to Dr. Harry J. Skornia, NAEB Executive Director, and Mr. Cecil Bidlack, NAEB TV Engineer, from the headquarters staff in Urbana, Illinois.

The Conference Committee extended to each delegate a hearty invitation to attend this conference and earnestly hoped it would contribute to the personal development in the educational Radio-TV field of every individual participating.

The joint committee which, in cooperation with the NAEB Headquarters staff, planned the conference was composed of Dr. Harry M. Lyle, Massachusetts Board of Educational Television; Professor Anthony W. Zaitz, WMUA, University of Massachusetts; and Professor W. Worcester Smith, Western Massachusetts Educational Television Council, Inc. These three also served as co-hosts for the conference.

FORMAL SESSIONS

The Conference Committee planned six formal sessions for the Conference. In general, these formal sessions covered areas of delegate background and experience; the history of the NAEB: broadcasting philosophy; NAEB Headquarters, Network and Committee functions; NAEB-Fulbright cooperation; Radio-TV developments in Region I; question and answer sessions, and group discussion and business sessions. Each of the six formal sessions was individually reviewed.

Opening Session

Professor Anthony Zaitz, WMUA, University of Massachusetts, served as chairman of the opening session. Mr. Zaitz extended an official welcome from the University of Massachusetts to the NAEB delegates, and expressed the official regrets of Mr. Macandrew, Director of Region I, on his inability to attend the Conference. The Chairman called on each member to introduce himself, including a little background on his institution's activities in educational broadcasting. The following examples of responses are representative:

Dorothy Daniel, WQED, Pittsburgh, Pa: "I'm here representing WQED, Pittsburgh. We were the first community TV station on the air with no state funds nor any allegiance to a college or university. When we were first set up, there were fourteen colleges and universities that gave all the help they could but now we are on our own. We are mainly community-supported and are mostly a volunteer staff with some professionals. We are on the air 40 hours a week and our outstanding programs are a really good children's program and a high school hour, both of which are aired daily. We originally began with in-school broadcasting which we thought would be no problem at all with a captive audience but which has turned out to be one of our biggest headaches. We certainly don't know all the answers on this problem and are now more or less on the fance and profiting from our own mistakes."

Elizabeth McConarty, Massachusetts Board of Educational Television: "There are nine members of the METV Board and I am one of the four citizen members. We do public relations work, and, with some 250-300 high school students, we produce scripts for educational programs. Our work culminates with a day in May, when the students take over a commercial station and run it for 12 hours. Many of our students go on in the field after high school graduation and at that time may have had up to six years of work at the station. In about a year, we hope to move into TV."

Kendall Crane, WDUQ-FM, Pittsburgh, Pa: "Our station, WDUQ-FM, was set up in 1949 and in a year we had about 2300 listeners. We are supported by the University and have 40 students working with us - four paid staff members, two engineers and myself. Now we have well over 20,000 listeners. We are on the air 364 days a year with one day out for the annual picnic, and go from 10:00 A.M. to 1:45 daily, covering 17 different subjects. Our programs are for in-school listening, and we are the official station for parochial schools in Pittsburgh. We make use of as much NAEB material as we can and cover basketball and high school football games as well as the home games of the University."

Rosalind Roulston, United Community Services, Boston: "My work is with the United Community Services which some of you know as Community Chest and Red Feather. In Boston, however, we are joined into one group which combines just short of 300 health and social welfare services. In 1952, the organization became interested in ETV as a means to extend our services in the area. Last December we expanded our TV activities and now go all over the Commonwealth and set up workshops known as community technical workshops. By way of personal identification I had the pleasure of being a student at the first NAEB Production Workshop at Urbana in 1953."

Dr. Harry Lyle, Director, Massachusetts Board of Educational Television, Boston: "I represent the Massachusetts Board of Educational Television, along with Miss Elizabeth McConarty of North Quincy High School. The Board was established in June, 1953, and set up basically to furnish educational and cultural television programs for commercial and non-commercial television stations in the Commonwealth. We are charged with the responsibility of acting for the Commonwealth in matters pertaining to educational television."

Dr. Constance Warren, former President, Sarah Lawrence College, New York: "My only excuse for being here at this family gathering is my interest in the possibilities of ETV as an excellent medium for education. Since I'm not a representative, shall I speak for the Tri-State area of Maine, Vermont and New Hampshire? New Hampshire is the most interested of the three and so far, Mr. Ted Kingsbury of Kenne has been the most active. For some time, Maine had difficulty, since their Governor wasn't particularly interested in the field, but now with the new Governor, and after a conference last year with 36 interested groups attending, Maine has a committee of 15 working on the problem. There was some talk of getting a transmitter for ETV on Mt. Washington, but the people were so slow at moving on the project, that Canada moved a channel even closer than it was and blocked out the possibility of using Channel 11 on Mt. Washington. It looks now as if New Hampshire and Vermont will go to Mt. Kearsarge and leave out Maine, so Maine will have to set up a station of its own in connection with the University. Yet there will still be some degree of cooperation, as I hope there will be with our neighbor, Massachusetts. ETV is very important in these states - especially in the rural areas."

W. W. Smith, University of Massachusetts, Amherst: "I am really here in four capacities: as an interested member, as a member of the arrangements committee, as a representative of the U. of M., and as a member of the WMETV Inc. The TV Council includes the University, and all the colleges in the valley plus some other groups in the area. We have expanded this Council to include other phases than just educators. There was no channel for this area, but we have been assigned Channels 80 and 82 for the Amherst area and Mt. Greylock. The University hopes to go into TV in the not too far distant future and we are making our plans through this TV Council. This is one place in the U.S. where UHF is really doing well, and for this our location is very important. Being halfway between New York and Boston, we pick up what the other stations do not."

Ray Wyman, Director, Audio Visual Instruction, University of Massachusetts: "I am director of AVA at the University of Massachusetts and one of the three advisors to our campus station WMUA, whose call letters appear on this microphone, and which is our honest 10 watt station."

Ralph Rourke, WFUV, Fordham University: "I represent WFUV, Fordham's FM Station. We are on the air 365 days a year, with no time out for an annual picnic, and run from 9:00 A.M. to 11:00 P.M. We do no in-school broadcasting, make no effort to appeal to anyone not of university level and direct everything to this level, for, you understand, we have some considerable competition in New York City. Our three main purposes are to increase adult education, to provide a training for males and females in industry and to use our facilities as a laboratory for the development of new programs and new ideas. TV is just a word at the moment with us. We'll probably never have a channel of our own, but for the next three years we will have a closed circuit TV station to be used for training purposes. We also

have the Metropolitan Educational TV Association which is similar to the Massachusetts Board and which includes all cultural groups, particularly in the New York area, as the universities, colleges, museums, Red Feather and so on. The State doesn't advance any funds for ETV and this is what brought about the birth of METAas an independent group."

David Phillips, University of Connecticut: "I'm from the University of Connnecticut, and I'll save my information for the panel later."

Fred Robinson, President, Western Massachusetts Educational Television Council: "I'm president of the WMETV Inc., and seeing that I'm chairman of the next group will save what I have to say until then."

Russell Bomberger, Temple University, Philadelphia: "I'm from Temple University and have a graduate assistantship there for my tuition and room which calls for my supervising the AM and FM stations. However, they pretty much run themselves."

Nat Shoehalter, Rutgers University, New Brunswick, N.J.: "At Rutgers we have no connection with an educational radio station as such but the students do several radio programs a week for a commercial station. Our students have a wired wireless outfit which they use and are getting excellent training and making plenty of mistakes. This is not strictly educational work but rather a series of programs, and we produce three TV shows a week."

Howard S. Curtis, Brown University, Providence, R.I.: "At Brown we have no station beyond a student station and with that we were the first in the country. We have been in TV for about four years, originally with an in-school audience, and all the work is done by the students for the thirty programs we do each year over a

commercial station. We run a weekly radio program on a commercial station and use one station on FM as a relay for educational programs to hook up seven or so channels to rebroadcast the program in different areas."

Lawrence Creshkoff, WGBH-TV, Channel 2, Boston: "So far the reports have been quite different and here is yet another one. In Boston we began slowly with seven members in 1946 and ran about 3 or 4 programs a week on a commercial station. In October, 1953, we began on FM. WGBH is the station headed by Lowell Institute and is the Massachusetts educational channel. On May 2, Channel 2 will be our associate in TV. The most essential aspect of our organization is the number and diversity of institutions in the group, and the fact that each program is thought of as being put on by all the members; hence, we have good cooperation and joint responsibility."

Hartford Gunn, WGBH-TV, Boston: "I'm director of operations at WGBH-TV and I think Larry has told you enough about our programming already."

Charles Dudley, Emerson College, Boston, Mass.: "I'm chairman of the Department of Broadcasting at Emerson College which is a liberal arts college with special majors in speech. We began broadcasting about nine years ago with a 10-watt station and now have an 1800 watt station. We started in TV two years ago with a completely closed circuit, utilizing Dage Camera equipment. Generally, this has worked well as a student training device."

Gordon Hendricks, New York: "I'm a new affiliate member of this organization and have the first and only radio program on motion picture film."

Nominations for a planning committee for a proposed 1956 conference were encouraged. Announcements and general orientation were given by Dr. Harry Lyle.

First General Session:

Frederick B. Robinson, President of the Western Massachusetts Educational Television Council, Inc., served as chairman. In reporting on Council activities, the Chairman stated, in part, that: "Until recently, we have concentrated on limiting the WMETV to educators. The main problem with professional educators is they are limited in training and background and do not look at a problem as the average person would look at it. Therefore, the Council is now going to include businessmen, first because of their possible financial aid and second to develop a wider awareness of the new media of mass communication for a broad understanding of education. Most of our money has come from small institutions in this area, who are allowed to give such funds in small amounts. Nevertheless, during these two years that the Council has been in existence, we have made many agencies in this part of the state aware of what can be done in TV if we could get our own station.

"Last spring, an excellent conference was held and out of this grew another group interested in telecasts. These are now being offered over commercial stations by calling on teachers of the area to provide programs.

"We now depend on commercial stations for time which may be from 2:15 to 2:30 or 2:45, but it is a doubtful procedure and difficult to depend on the commercial stations for free time. Therefore, we must increase the awareness of the potential of ETV for adult education and in-school training. This stimulates better teaching through good teaching methods on TV. The aim is not to eliminate teachers but to supplement them, and with this stimulation add to the value of education. If we have accomplished nothing else, the Council is at least bringing this awareness."

The chairman then introduced Dr. Harry J. Skornia, NAEB Executive Director.

The NAEB After Thirty Years, Dr. Harry J. Skornia. "I want to welcome you on behalf of the NAEB and wish you a Good Friday. I bring the greetings of President Frank Schooley, Associate Director Harold Hill, Network Manager John Holt, your Regional Director Jim Macandrew, Sy Siegel and the many others who were unable to come. Instead of starting with the announced topic "The NAEB After Thirty Years," in view of the questions which have arisen about how we should here proceed, I would like to precede this historical review by telling you some of the purposes of NAEB regional meetings. One of the strong points of emphasis in the original grant from the W. K. Kellogg Foundation was that the NAEB should hold at least one meeting in every region. This Region I Meeting completes the first round. The first regional meeting, which was Vice-President John Dunn's idea, was held in Norman, Oklahoma, March 28-30, 1952 with approximately 20 in attendance. The Region II meeting was held March 13-14, 1953 in Chapel Hill, North Carolina with 29 members attending. Incidentally just last weekend approximately 15 or 20 Region II members got together in Atlanta, Georgia for another regional meeting, this time with all representatives paying their own expenses. The Region III Meeting was held in Ann Arbor, Michigan, May 22-24, 1953 with 36 members present. This, too, served as a pump-priming session since, again at their own expense, on June 10, 1954, the engineers specifically of Region III got together in Chicago for a one day meeting arranged by George Jennings of WBEZ and Region III Director Paul Rickard. Thirty-two members attended the Region VI meeting held in Eugene, Oregon, October 16-17, 1953. Last October 1, 27 members of Region IV met in Ames, Iowa.

"Some of the NAEB's best ideas and statements have originated in these regional meetings. This type of creative thinking can best result when attendance is generally restricted to NAEB members. A regional meeting is generally the only opportunity to have all members get together as the NAEB constituency to discuss

common problems. A regional meeting, in other words, is a family affair in which NAEB'ers get together as a family group to "take their hair down" and tell the officers and staff what's wrong. This was one of the important considerations involved in planning this conference and deciding whether or not to bring in outside organizations. Not all things cast at such sessions are necessarily bouquets and it is better and less restricting if outsiders are not present for such discussions of our organization. For that reason we feel it is essential that principally only NAEB members, and not outsiders, attend these meetings. These are the only meetings where we are this "exclusive." But this is our only chance for the house-keeping and house-cleaning sessions every organization must have if it is to keep up to date and vital.

"All along, the contributions of members in your region to the NAEB, have been great. Parker Wheatley's permissive interviews helped launch the NAEB Network. Mr. Ralph Lowell as Administrator for the NAEB was entrusted with the funds for our first grant. We maintained, in those days, that given only a fraction of the funds of a commercial station we could prove that educational radio had possibilities--that it was vital and necessary to adult education. We produced the JEFFERSONIAN HERITAGE, WAYS OF MANKIND, PEOPLE UNDER COMMUNISM, and so forth. Commercial stations as well as educational stations carried these programs and we proved what we set out to do."

Here followed informal discussion, with questions and answers intended to clarify conference goals and objectives.

Second General Session

The second general session, held Friday afternoon, was chaired by Professor W. Worcester Smith, WMUA, University of Massachusetts. The chairman and Professor Ray Wyman discussed the activities of WMUA. It was indicated that the University does not provide a radio staff, but does own the transmitter and a new studio will be incorporated into one of the new buildings on campus. Three faculty members advise

the three student station managers, and there is a large student staff which operates the system. Due to the fact that so many of the students owned only AM radios, Professor Smith and some of the students designed converters which were installed in the dormitories to eliminate this problem. The station operates from 5 p.m. until approximately midnight every day.

The Chairman then introduced Dr. Skornia who discussed the NAEB and its activities.

The NAEB Headquarters, Network and Committees, Dr. Harry J. Skornia. "Although the Headquarters operation in Urbana is just entering its 5th year, the NAEB has existed as an association since 1925. As a loose-knit organization of educational broadcasters, without the necessary funds to establish a national headquarters, the NAEB was able to provide few of the services which became possible with the establishment of the national Headquarters and Network in 1951, thanks to a grant of a quarter of a million dollars from the W. K. Kellogg Foundation. The beginning of the change in status of the NAEB probably began in 1949 with a meeting of educational broadcasters at Allerton Park at the University of Illinois. This meeting, now known as the First Allerton Conference, was made possible by a grant from the Rockefeller Foundation. At this meeting these educational broadcasters discussed the role of educational broadcasting and what might be done to give it greater impetus. Out of this and subsequent similar meetings came a plan to produce several series of truly outstanding educational radio programs which would prove that, given the necessary funds, educational broadcasters could produce programs on a par with the best that commercial stations could offer. Subsequently the grant I mentioned this morning, from the Fund for Adult Education made possible the production of the WAYS OF MANKIND, the JEFFERSONIAN HERITAGE, PEOPLE UNDER COMMUNISM, and others. Probably the planning of these programs, more than anything else made apparent the need for a national headquarters for the Association, and led to the Kellogg grant.

You are probably familiar with the services provided by the NAEB Headquarters but I should like to enumerate some of them for you at this time. Here followed a discussion of the following NAEB services:

Educational Television and Radio Placement Service
Educational Television Engineering Service
Educational Television Management Consultant Service
Educational Television Consultant Teams
Television Fact Sheets
(Three) NAEB Educational Television Production Workshops
(Two) NAEB Educational Television Engineering Workshops
80 TV Scholarships
Radio (and earlier TV) Grants-in-Aid
The NAEB Radio Network (now serving 76 stations and distributing 18,200 hours of programming each year, with nine series of In-School radio programs distributed by the Network this year)
Regional Meetings
Seminars and Conferences

"The NAEB is the channel through which at least several Foundations make available the funds they approve for grants, fellowships, workshops and other types of support for educational radio and television. Consultation teams, made up of experienced educational broadcasters are sent out to help new television stations get started properly. Although our offerings are already rich, we want to know what further ideas for services you may have. All services offered have been a result of an expressed need and we constantly check with other organizations to eliminate duplication. We work particularly closely with, and coordinate efforts with, the Educational Television and Radio Center. As you can see, from the items I have mentioned, the services offered by the NAEB cover both local and national problems.

"Another area, possibly not so well known, in which we are active is the field of international communications. In the international sense the NAEB is the representative of educational television and radio in the United States. A committee composed of NAEB officers and members makes recommendations for Fulbright scholars to study broadcasting in foreign countries. Through our Network we distribute quite a few programs from other countries, and some of our programs have been carried in Europe. We exchange ideas, publications and studies with most of the

nations of Western Europe, and some in south and central America, Mexico and the Far East.

"...There is a Headquarters and Network staff of 13, most of whom gave up good jobs with promotion and tenure because they thought this was important. Finances are limited and we think it is better to be overworked than over-extended because the latter might lead to collapse if finances fall off. I don't know how secure the staff is, for we are paid largely from grants which expire next year. But we took our jobs and had enough hope and courage and interest in the organization to think that such important work should not be allowed to collapse after the 30 years which the NAEB has invested in education via broadcasting.

"But I should emphasize that the large proportion of labor in the NAEB is the work of persons who give their time free of charge. Probably the source of the greatest strength of the organization is the work done by committees. I might mention some of those who have been most active recently. The Engineering Committee has worked with Mr. Bidlack, our Television Engineer, in planning the two NAEB ETV Engineering Workshops, the second of which will be held this fall at WKAR-TV. This Committee has also prepared several engineering reports which have been published and distributed to the membership.

"The Television Operations Committee a year or so ago conducted a series of surveys of educational television stations and the resultant reports provided the only information then existing about educational television financing, programming, facilities, and so forth. This Committee is now in the process of bringing these surveys up-to-date.

"The Research Committee has prepared a map showing the coverage of educational radio stations. They have conducted audience studies, cooperated in the conduct of the TV Monitoring Studies with which you are all familiar, and most recently have compiled a "Who's Who" in educational broadcasting, which will be off the press shortly.

"The International Relations Committee has succeeded in getting several series of excellent programs from other countries and has handled the details connected with the Association's entries in the PRIX ITALIA contest.

"The Professional Advancement Committee has done great service in the past couple of years in screening and selecting winners of NAEB scholarships and participants in the three TV Production Workshops.

"And of course possibly the hardest working committees are those concerned with the operation of the Network. These committees screen and select the programs that are carried by the Network and discuss new program possibilities.

"Now we are planning for the future. Our relations with the various foundations, especially the W. K. Kellogg Foundation which made the original grant which made possible the establishment of the Headquarters and Network, and the Fund for Adult Education which has made possible our Engineering, Placement, Management Relations, and Consultation Team services as well as our professional advancement program, are excellent. These grants have enabled some of the dreams of educational broadcasters to become realities. Our future plans envision expanded services, continued cooperation with "sister" organizations and some sort of Washington representation. None of these can become realities without the active and enthusiastic support and cooperation of all members. And we welcome, in fact need, your suggestions and criticisms at all times."

Chairman Smith called for questions to be directed to Dr. Skornia. The following questions and answers are representative:

Question: Are there any particular mechanics one must go through for a request for an NAEB grant?

Answer: There is a form of letter for requesting a grant that is sent to the acceptance committee.

Question: What would be the purpose of the Washington office?

Answer: This would open up a vista of services... the international area for instances... closer government liaison, program sources, better educational integration and contacts with other national groups, etc.

Question: Would this be in addition, or in place of the present headquarters?

Answer: In addition.

Question: On the placement reports so far, there are only availabilities listed with no notice of openings. Do you contemplate that?

Answer: So far there are few openings that we have notices for and where there are openings they are filling quickly. It takes time for such a service to get established. And it can not create openings---they depend on the number and demands of (generally new) stations.

Question: Can we discuss the problem of getting a good script exchange going?

Answer: Indiana started a radio script exchange about 10 to 14 years ago, but there was always an adverse reaction from those using the scripts of others for they always seemed to need "improving." And there was a high cost involved. This didn't work when it was tested by us in 1953 with a trial TV script exchange either. We have tried to duplicate sample scripts each month, but when we sent them out, we had no word or evidence of value from the recipients.

Further Discussion

Third General Session

Professor Arthur Weld, School of Radio-TV, Syracuse University, Syracuse, New York, served as chairman. Topic for discussion was: Radio-TV Developments in Region I.

Chairman Weld introduced the panel members: Mr. Parker Wheatley, General Manager, WGBH-TV, Channel 2, Boston; Dr. Leo Martin, Director, WBUR, Division of Communications, Boston University; Mr. Cecil Bidlack, Television Engineer, NAEB

Headquarters; Miss Dorothy Daniel, WQED, Pittsburgh; Mr. David C. Phillips, University of Connecticut; and W. W. Smith, WMUA, University of Massachusetts.

After brief orientation by the chairman, questions from the floor were invited:

Question: How is the appeal in Pittsburgh coming after 2 years?

Daniel: Not very well. After we went on the air, it's been hard to get subscriptions due to our administrative arrangements, so a good many gimmicks have been used.

Wheatley: In Boston, the Citizen's Committee raised dollars, but these are not actually community service funds as such. We make use of grants of aid from businesses to finance particular series of programs. Experimentally this may be done for other series as well. However, all dollars for construction are private funds.

Question: Dollars from an institution?

Wheatley: Not directly, but there are some contributions in either dollars or manpower for assistance. It doesn't bear up strictly as institutional under analysis.

Question: After the initial investment, what do you estimate will be the running expenses for Channel 2?

Gunn: At first, it will be about $300,000 for radio and TV, and then, we don't know.

Question: What will be your telecasting schedule?

Gunn: It will be an eight hour day, five days a week. Right now we'll be able to do at least a four hour day with possibly more later on. This would use one crew.

Question: In ETV, there is a great deal of use of students to cut costs. Will organized labor groups oppose this? Will labor step in?

Daniel: At WQED, labor was hostile at the beginning and we had no labor member on the Board, but as soon as two labor men joined the Board, the atmosphere got better and even the Stage Hands' Union is interested in us as an apprentice training program, so will give us all the help they can.

Weld: In Syracuse, we have all student programs with no complaints.

Question: Will the tremendous public service it can do for labor be recognized?

Novik: This area of labor is of most importance and interest in commercial stations. Actually the NAEB recognizes it made a mistake by not working more closely with labor. The people setting up commercial stations must correlate with labor on personnel problems. As we grow, so will labor, and as we grow we will both accept the responsibility towards cooperation.

Skornia: St. Louis had a labor problem so had need of a labor consultant to create understanding. Novik was able to assist them. When they are approached right, the unions will generally give their support for apprentice courses. Where else can such training come from? Of course, some places are entirely professional and have no use for student training.

Novik: It took WNYC four to six years to get all labor with craft interests to realize the difference between this station and commercial ones. Now labor holds the general attitude that non-commercial ETV is different from educational radio, and we have the job to do over again.

Skornia: There is no standard reaction on labor by educators so why is there a standard reaction on the part of labor?

Wheatley: Programs are what make for good relations.

Skornia: The Lowell Cooperative Broadcasting Council is definitely an educational station and so recognized--so it's less of a problem than a community station.

Novik: What are you doing on the community level to get promotion and interest?

Wheatley: There's no relation in TV. The Citizens' Committee raised money on our behalf but this isn't pushed. Our relation is a subtle one, and we can't foretell the outcome.

Novik: How will you promote ETV?

Wheatley: We will promote through all groups we can, but because of the nature of our organization we don't definitely have citizens on the Board.

Novik: You could get an advisory council of fifteen citizens. How can a station run without people behind it to do the promotion?

Wheatley: We don't do it. Possibly this is a worn out idea. We'll get along with good programs first, which the people will follow without citizens in on the planning.

Question: Is that how you get the Boston Symphony?

Wheatley: Yes.

Question: How does a community station with a responsibility beyond the responsibility of the community do its promoting?

Wheatley: Just try to serve the whole community without distinction.

Novik: You need advertising to put any product over.

Wheatley: Promote, yes, but not by such devices as a board set up through the heads of community groups. Do go through the organizations to create interest but not to form a board.

Further Discussion

Fourth General Session

Dr. Harry M. Lyle, Director, Massachusetts Board of Educational Television, Boston, served as chairman of the Fourth General Session devoted to a general question and answer period about the NAEB. Panelists were: Dr. Harry J. Skornia; Mr. Cecil Bidlack; Mr. U. Cleal Cowing, Springfield Public Schools; John Schien,

Empire State School of the Air and Syracuse School of the Air, Syracuse University, Syracuse, New York; Arthur Weld, Ralph M. Rourke, Russell Bomberger, Morris S. Novik, and Professor David C. Phillips.

Among others, the following sample questions were asked by the delegates, through the Chairman, of specific panel members:

Question: Are there other regions that have as discouraging a picture in TV as Region I seems to?

Skornia: You haven't any troubles as compared to Region VI, at least as they frequently see them. In the Midwest, the situation is similar to that for radio where there is a sound basis at the beginning. Where TV stations grew up in the Midwest there was twenty years of background of radio.

In Region I there was rarely radio as a building block to TV. Pittsburgh, for instance did not have a broad radio basis. An educational radio background that is first sound in its own right is an excellent start for TV.

Warren: The East is more conservative than the West in all educational background and we're penalized for it now.

Smith: It might interest you to know that the West spends $7.50 per capita for their state universities while Massachusetts spends 75 cents per capita.

Skornia: I'm more amazed about the Midwest each time I come East. There are not so many people, for example, but they spend more money on the whole on public education.

Question: Why isn't it practical for the Center to set up or develop a processing plant so stations could buy raw film of uniform quality from the Center and return it there for processing uniformly? It would cut costs and at the same time give the Center a chance to look over our films.

Skornia: The Center, I believe, has decided that it can only serve in a coordinating capacity. They don't feel they should have operational personnel on

the staff and have in fact subcontracted the distribution of kines. Many prefer to deal directly through companies and there are various other individual considerations. The Center wants to stay out of the contracting and detail business, I believe and do just planning.

Daniel: We have a kine processor on Campus but the quality isn't uniform enough or consistent. To get this consistency through the Center would be practical and economical. This is one area the Center could really help in. It seems the time has come, with present costs for film, that we should build up our TV library laboratory. The Center doesn't seem to be gathering in material. We need to cut cost, and get uniform quality, and be able to run through films and get good shows that aren't necessarily prepared by the station itself.

Skornia: I don't think the Center should get into the operational end. Neither the NAEB nor the Center want to compete with legitimate business. And we have to count on our members to add to the present films and kines. Actually, these questions could best be answered by the Center.

Gunn: The Center has been forced to lend some operational aid because if a lab ruins a kine, the Center is hurt, for it gives the money originally. There should be some standard process so high investment in a kine isn't lost. The Center doesn't even have information on what are good labs and what aren't.

Skornia: I think we'd better put this on the agenda of the NAEB Advisory Committee to the Center, which meets next at Columbus. Afraid we are not competent or authorized to decide such things---.

Question: Mr. Wheatley, why do you have such a short program time?

Wheatley: These hours represent what we think we can do well enough. It is a question of what the community expects and is suited to the needs of the community and their ability to support more hours of programs. I think it is a good idea for ETV also to restrict the number of hours and concern itself with quality and not amount.

Question: What are the best hours for serious educational broadcasting?

Wheatley: We don't have any evidence.

Rourke: In New York, we found through mail pull and questionnaires that 7-8 P.M. and Sunday afternoon are the best times.

Question: Doesn't the NAEB have figures?

Skornia: We don't like to decide whether or not success is measured by the number of listeners.

Martin: As a good way of measurement, the NAEB might investigate such studies in terms of what the audience thinks.

Roulston: What happens to the people is the important thing.

Fifth General Session

Dr. Harry J. Skornia, NAEB Executive Director, served as chairman for this "clean-up" session. The program consisted principally of questions and comments which members wished to express. Travel voucher instructions and many other details were included.

Dr. Skornia noted that the conference, perhaps, devoted an undue proportion of time to TV, but the delegates seemed to be interested in TV. The backbone of the Organization, however, he recalled with some of the radio members, is the radio membership.

Dr. Skornia then distributed announcements of the 1955-56 Grants-in-Aid, pointing out that this is the fourth series of such grants made possible by the FAE and the EIRC. The meeting was then opened to questions.

Question: Will we all get a list of all those attending this conference?

Skornia: That will be taken care of in the complete minutes of the meeting. I would like to say that the manner in which your Committee picked up this regional meeting after earlier plans were cancelled was wonderful.

Hendricks: It seems interesting to me that only the directors of organizations knew about this meeting. Any representative would be better than none if the directors couldn't come.

Skornia: We have to work through channels and the director or delegated NAEB representative is the one, naturally, whom we contact. We must observe organizational protocol. In many places this was too rough a weekend even for those to whom the invitation was passed on to come. The men on the committee really worked hard at it, and failure of several members to be represented is not their fault.

Shoehalter: Perhaps it should be designated in the initial announcement that in case you can't come, send a representative.

Wheatley: I would like to move a special commendation on the speech of Mr. Novik on the History of the NAEB* and to support his suggestion that there be an effort by Headquarters to actively gather the material from the founders of NAEB and make it an official record in history. (Calls attention to the Harold Hill history and to previous efforts already in this regard.)

Skornia: Is there any further discussion on this? (Motion carried unanimously)

Martin: Has the same kind of resolution been passed for the hosts of the meeting?

Skornia: I shall now be very happy to entertain such a resolution.

Martin: I move that the delegates of this meeting unanimously extend a vote of thanks to the hosts of this meeting, specifically Tony Zaitz, "Wooster" Smith, and Harry Lyle. (Motion carried unanimously)

Shoehalter: Is it true that members of our profession in commercial broadcasting may become NAEB members?

---

* Unfortunately not available, since it was made ad lib from notes.

Skornia: Affiliate membership needs further clarification, probably, but this classification is available. Affiliate members have no vote but may attend meetings and get some of the materials, although we cannot promise to send them everything. Associate status, which I think some of you would qualify for, is available to those educational institutions which broadcast over facilities operated by others, whether radio or TV, educational or commercial.

INFORMAL SESSIONS

Friday Luncheon Meeting

Dr. Constance Warren, former President, Sarah Lawrence College, served as chairman of this meeting, featuring a talk by Mr. M. S. Novik. In her introduction Dr. Warren said:

"Mr. Novik has hitched himself to some of the most interesting people. I prefer to sit beside him and ask him questions as he wants you all to do. He at one time managed Clarence Darrow and Bertrand Russell, both intriguing in their own way; he was right-hand-man to Mayor La Guardia and since that time has managed WNYC and worked through that to the people of New York. He has been labor consultant for various organizations and is now Management Relations consultant for the NAEB."

Mr. Novik then spoke on "A Suggested Philosophy of Educational Television Relationships with the Community." Mr. Novik's speech was ad lib, and unfortunately no record was made of his remarks. The meeting was then opened to questions.

Skornia: How are you going to reconcile and keep out the many proprietary pressures on you as manager of a community station?

Novik: If you have a chance at the beginning tell the guy who's hiring you and then iron out this first. If not and you're stuck, just try to get the best

group around you to be an advisory board that meets regularly with you and has representatives of all different groups. So, if you need support you reply and the Board will back you up. I think all of your institutions should have such Boards whom you will educate to your problems and whom you will respect and take guidance from.

Smith: We've been playing around with such an idea as a bi-cameral arrangement. The house would represent the consumers and the senate would educate them and tell them what they should be consuming as a sort of check and balance.

Novik: This is a good idea but make sure that all the groups in the community are on the council. I don't see anything wrong with calling a meeting once a month and encouraging listeners to come with their complaints and try to educate them to your problems.

Crane: In connection with that, what do you think of pushing an audience or radio listening council--let that be the operation of the community itself?

Novik: Just make sure you get all the groups in the community in on it and put them to work. You can't have a program without telling the groups and ironing out their problems. You owe it to yourself and them to get their interest and cooperation.

Warren: Should we go beyond and get the top people of a field into the locale through TV when you can't get them there in person, i.e. Baxter's Shakespearean program?

Novik: Do you know that the Center is for just this purpose? Dr. Skornia will tell us more about this service later.

Warren: The stress on the use of local personnel is important, yes, but I don't think ETV is justified unless it makes use of the very best.

Novik: Dr. Warren is right and we should make a survey for the best in the country.

Warren: We're going to be tempted towards the local because that is where finances come from, but ETV is a bigger service than that!

Wyman: Could we discuss in-school versus out-of-school broadcasting?

Skornia: That problem will be taken up later in the program.

Shoehalter: You can present the best minds on the air. Yet the program must appeal to your particular audience and we cater to those who do understand the material presented. There is no such thing as a mass audience but rather the individual listener who is important.

Warren: I think that is excellent, Mr. Shoehalter, and a good close for our present session.

Friday Dinner Session

Dorothy Daniel consented to serve as Chairman of this session in the absence of Dean Robert S. Hopkins, University of Massachusetts. Miss Daniel thanked the Committee on Arrangements, for the good time experienced by the group. She pointed out that ETV operated in schools and universities is, in her opinion, the most important public relations medium the organization has. Also a community TV station without public relations has no funds. Miss Daniel then introduced the following distinguished guests: Dr. Melvin Brodshaud, Dean, School of Public Relations and Communications, Boston University; President Justus McKinley, Emerson College; Miss Alice Lyons, Massachusetts Board of Educational Television; Dr. Frank Lyons, Superintendent of the Jamaica Plain High School; Dr. Constance Warren; Miss Elizabeth McConarty, Director of Radio and Television, North Quincy High School, and Peter Whitelam, graduate of Pembroke College, Oxford, England, now in this country on a Fulbright Scholarship.

Dr. Skornia then read the following telegram from the Governor of Massachusetts: "Upon the occasion of Regional Conference, NAEB Region I, at Amherst, I would like

to convey the official greetings of the Commonwealth of Massachusetts as well as my best wishes. The hosts for the meeting, the University of Massachusetts, the Massachusetts Board of Educational Television, and the WMETV, Inc., are to be congratulated for bringing together some of our finest educational broadcasters and I know much of a constructive nature will be accomplished during your conference. The future of ETV looms large and it is to persons of your background and know-how that the public now leans for enlightenment and guidance." Signed: Christian A. Herter, Governor of Massachusetts.

Miss Daniel then introduced Mr. Lawrence Creshkoff, assistant director of programs for WGBH-TV, and former NAEB-recommended Fulbright scholar in Paris. Mr. Creshkoff spoke as follows:

"Thank you, Miss Daniel, and thank you all. I'm not going to speak much tonight as I have some pictures and we've been thinking in terms of audio-visual education. We all know one picture is worth 1000 words.

"Last year I was privileged by the opportunity presented to NAEB to spend 10 months in France with the French Broadcasting System. For nine months, I had almost no responsibilities and almost everyone I talked to would listen at least sympathetically for a while. One of the most interesting parts of the stay was the opportunity to observe the European TV Network in action. In 1952, for one week the French and English Broadcasting Systems exchanged programs. Then, for the Coronation in 1953 the TV programs were sent to France, Belgium, Holland, West Germany, and Berlin. (Slides of maps, etc. illustrate these remarks.) The number of miles involved in transmitting was not much greater than from New York to the middle of Ohio, but with the problems of frontiers, language barriers and a different set of standards in the various countries, there were many problems. Last year plans were made to include, for a real European exchange of programs, 8 different

countries with 6 different languages: Great Britain, France, Belguim, Holland, Italy, Denmark, Switzerland, West Germany. Only six different languages were necessary because Switzerland could use another language and the Flemish parts of Belgium could listen to the Dutch part of the broadcasts. Far more important was the difference in standards, i.e. the English system was 405 lines to the picture, and France had 819 lines to the picture. It was a real headache for the engineers to arrange any kind of exchange, but working through the heads of the countries they finally covered over 400 miles with 41 TV transmitters and 80 relay stations. In none of these was coaxial cable used at all.

"The basic increment of programs of last July was the world soccer meets in Switzerland. However, each country participating was going to give a program that would be representative of the kind of material available in that country to the network so all countries could see the program and have a commentary on at all times. A not inconsiderable problem as you can see, but I saw several programs and it did get across--not once was the wrong language used in the wrong country and each was converted to the correct number of lines. The programs were astonishingly clear, although far from as good as a local broadcast. In Switzerland they had the yearly festival of Narcissus; in Italy, a visit to the Vatican and an address by the Pope in five different languages; France gave several programs from Paris and Versailles; Great Britain had a variety show; and from Glasgow there were track and field events and Queen Elizabeth reviewing the Royal Navy. Germany showed a summer evening on the Rhine; Holland had a show especially for the children of displaced persons. From Copenhagen came the celebration of St. John's Eve and in Brussels they had a summer night on the Grande Place.

"Not only were there engineering problems, but a week or so before the programs were to take place, an added problem came up as there was a disagreement between the sponsoring countries and the International Federation of Musicians. It meant a number of programs had to be changed from music to other types." (Shows additional pictures of what was seen and the layout of the network.)

FORWARD LOOK

Minutes of the Activities Committee: Nominations were held to choose members of the Activities Committee. This committee would do further planning for the region and assimilate all suggestions made at this meeting to make studies and recommendations for improvement.

These nominations were:

Leo Martin, Tony Zaitz, Arthur Weld, Larry Creshkoff and Dorothy Daniel.

The vote was unanimous and these five became the members of the Region I Activities Committee. Zaitz was chosen as chairman of the Committee.

The committee met Friday evening to consider the problem of the next conference. Syracuse extended an invitation and it was decided to submit this to the group in view of expense and distance and to invite suggestions from the floor of the meeting.

Other problems were discussed and presented to the group. A regional Network Committee was appointed to study multiplexing or some sort of relay system for radio and television. Four persons were chosen for this Network Committee: W. W. Smith, Chairman; H. M. Gunn, Operations Manager of WGBH-TV; James Bonney, Chief Engineer, WBUR; William H. Pitkin, Chief Engineer, WNYC.

The second meeting of the Activities Committee was held Saturday morning. At this meeting an invitation for the next conference was extended by Pittsburgh. It was decided to announce the Syracuse and Pittsburgh invitations at the general meeting with final selection of site depending on (1) relative expenses, as no expenses would be paid for the second meeting, and (2) whether there would be a national meeting every year or every other year. This latter would relate to distance and finance. The Committee brought up the point concerning the best division for the various regions. It was decided this matter was not in the

province of this committee. A recommendation was suggested that future conferences be held in a campus situation to avoid distraction.

General conclusions of the General Meeting on recommendations by the Activities Committee and suggestions from the floor:

1. The next conference will be held in Syracuse, New York.
2. The regional network committee was approved.
3. Kendall Crane was asked to follow up and circulate information to the region members on his question, "Are any tapes (Empire State) available outside the state of New York?"
4. There should be a study committee for the exchange or cataloging of kines (to be named by Region I Director).
5. A study committee for the development of Region I will be formed after the situation is first looked over by George Sloane. This grew from the suggestion of Professor Phillips that there should be a concerted drive for increased membership done throughout the area, expecially in Connecticut, on an individual level--urging that other institutions become members of NAEB.

Appendix A

PROGRAM
NAEB Region I Conference
April 8-9, 1955

WELCOME TO DELEGATES

Dear Colleague:

We take this opportunity to invite you and your associates to attend the first annual Region I NAEB Conference, to be held at the University of Massachusetts, April 8 and 9, 1955.

The Purpose of this regional meeting is to give the NAEB members in Region I an opportunity to discuss common problems, ask pertinent questions of headquarters representatives, get complaints off their chests--in other words, a family "bull session." This meeting brings together NAEBers from Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont in addition to the headquarters staff from Urbana, Illinois.

We extend to you a hearty invitation to attend this conference and earnestly hope it will contribute to the personal achievement, in the Radio-TV field, of every individual participating.

In general, NAEB members have stated that this is the type of thing they want, and what they have gotten most out of at other regional meetings.

THE CONFERENCE COMMITTEE

THURSDAY, APRIL 7

5:00 P.M. NAEB delegates please report after 5:00 P.M. to Knowlton House, Route 116, Campus of University of Massachusetts, where lodging will be assigned. Pre-registrants arriving late will find a note at the registration desk telling room assignment by name. All delegates will meet at Skinner Auditorium on Route 116 on Friday, April 8.

FRIDAY, APRIL 8

10:00 A.M. OPENING SESSION: Skinner Auditorium

Chairman: Professor Anthony W. Zaitz, WMUA, University of Massachusetts, Amherst.

Program: "Welcome to NAEB Delegates"
J. Paul Mather, President, University of Massachusetts, Amherst.

Announcements and general orientation
Dr. Harry M. Lyle, Director, Massachusetts Board of Educational TV.

Each member introduces himself (including a little background on his institution's activities in educational broadcasting.)

Nominations for planning committee for 1956 Conference.

11:00 A.M. FIRST GENERAL SESSION: ORIENTATION SESSION

Place: Skinner Auditorium

Chairman: Frederick B. Robinson, President, Western Massachusetts Educational Television Council, Inc.

Program: "The NAEB After Thirty Years"
Dr. Harry J. Skornia, Executive Director, NAEB, Gregory Hall, Urbana, Illinois

Discussion (Questions from floor are encouraged)

12:30 P.M. LUNCHEON: (Dining Hall as identified on Campus map) cost $.90

Chairman: Dr. Constance Warren, Former President Sarah Lawrence College

Speaker: Morris S. Novik, Radio Consultant, New York, New York

Topic: "A Suggested Philosophy of Educational Television Relationship with the Community"

FRIDAY, APRIL 8 - continued -

1:45 P.M. SECOND GENERAL SESSION: THIS IS YOUR NAEB

Place: Dining Hall

Chairman: Professor W. Worcester Smith, WMUA, University of Massachusetts

Program: "The NAEB Headquarters, Network, and Committees"
Dr. Harry J. Skornia, Executive Director NAEB

4:00 P.M. SOCIAL HOUR

Place: The Lord Jeffrey Inn, Center of Amherst.

6:00 P.M. DINNER SESSION

Place: The Lord Jeffrey Inn

Chairman: Robert S. Hopkins, Jr., Dean of Students, University of Massachusetts, Amherst.

Program: Presentation of Distinguished Guests
Dean Robert S. Hopkins, Jr., University of Massachusetts, Amherst.

Speaker: Mr. Lawrence Creshkoff, Assistant Director of Programs, WGBH-TV, Channel 2, Boston.

Topic: "NAEB Paris Headquarters"

Kinescopes from the Educational TV and Radio Center, Ann Arbor, Michigan
Mr. Anthony Zaitz in charge.

8:00-10:00 P.M. THIRD GENERAL SESSION: RADIO-TV DEVELOPMENTS IN REGION I

Place: Lord Jeffrey Inn

Moderator: Dean Kenneth Bartlett (or Professor Weld), School of Radio-TV, Syracuse University, Syracuse, New York

Panelists: Mr. Parker Wheatley, General Manager, WGBH-TV, Channel 2, Boston

Professor W. Worcester Smith, WMUA, University of Massachusetts, Amherst.

Dr. Leo Martin, Director, WBUR, Division of Communications, Boston University

Mr. Cecil Bidlack, Television Engineer, NAEB.

Professor David C. Phillips, Head, Department of Speech and Drama, University of Connecticut, Storrs, Ct.

Mr. Albert J. McAloon, Rhode Island Committee on Educational TV, Director, Health and Welfare Department, Newport, Rhode Island.

Miss Marion Cooper (tentatively), Publicity Director, State Board of Educational TV, Augusta, Maine.

Jesse Richardson, WEDK-FM, Springfield, Mass.

SATURDAY, APRIL 9

8:00 A.M. BREAKFAST.....Dining Hall (Commons) $.65.

9:00-10:30A.M. FOURTH GENERAL SESSION

Place: Skinner Auditorium

Chairman: Dr. Harry M. Lyle, Director, Massachusetts Board of Educational Television, Boston

Program: "Question and Answer Period" (Questions from the floor are encouraged)

Panelists: Dr. Harry J. Skornia, Exec. Dir., NAEB

Mr. Cecil Bidlack, Television Engineer, NAEB

Mr. U. Cleal Cowing, Supervisor of Guidance, Springfield Public Schools, Springfield, Mass.

John Schein, Empire State School of the Air, Syracuse University, Syracuse, New York

Professor Arthur Weld, School of Radio-TV
Syracuse University, Syracuse, New York

Mr. Parker Wheatley, General Manager, WGBH-TV
Channel 2, Boston.

Mr. Ralph M. Rourke, Program Manager, WFUV-FM,
Fordham University, Bronx, New York.

Mr. Russell Bomberger, Graduate Supervisor,
WRTI, Temple University, Philadelphia, Pa.

Mr. Morris S. Novik (tentatively), Radio
Consultant, New York, New York.

Professor David C. Phillips (tentatively),
Head, Department of Speech and Drama,
University of Connecticut.

10:30-11:30 A.M. GROUP MEETINGS

(1) Active Members.....Dr. Leo Martin, WBUR,
Boston University

Place: Skinner Auditorium

(2) Associate Members.....Dr. Harry M. Lyle, Dir.
Massachusetts Board of Educational Television

Place: Skinner Auditorium, Room 4.

(3) In-School.....Mr. Ralph M. Rourke, (tentatively), Program Manager, WFUV-FM, Fordham University.

Place: Skinner Auditorium, Room 205.

11:30-12:00 FIFTH GENERAL SESSION: CLEANUP SESSION

Place: Skinner Auditorium

Chairman: Dr. Harry J. Skornia, Exec. Dir., NAEB

Program: Final questions and comments. Travel voucher instructions and any other such details.

W. Worcester Smith, WMUA, Univ. of Massachusetts.

12:30 P.M. LUNCHEON Dining Hall (Commons) $.90

Chairman: Professor Anthony Zaitz, WMUA, University of Massachusetts, Amherst.

Program: Report of Planning Committee for 1956 Conference.

THE COMMONWEALTH OF MASSACHUSETTS

UNIVERSITY OF MASSACHUSETTS

AMHERST, MASSACHUSETTS

Office of Joint Conference Committee March 31, 1955

Dear Colleague:

Since all of us at the coming NAEB Convention are going to be vitally interested in the developments in other parts of Region I, I wonder if it would be possible for you to bring along some news clips, samples of promotional literature, program schedules, visuals that you have used in front of a camera etc. that we could display on tables around our convention room.

If you will fill out the coupon on the bottom of this page to assist us with the planning, we will do our best to see that adequate space is made available for your display. Since we will not be able to attach things to the walls, it would help if clippings etc. could be mounted on cardboard easels that can be stood up on a table.

I am looking forward to seeing you and learning about what you have been doing.

Sincerely,

/s/ W. W. Smith

W. W. Smith

Professor W. W. Smith
Electrical Engineering Department
University of Massachusetts
Amherst, Massachusetts (Note: If you are writing to Professor Zaitz and wish to enclose this, he will relay it to me.)

I do not plan to bring any displays ( )

I plan to bring some display material and estimate that _____ square feet of table space will be needed.

(A brief description of the type of displays would help.)

Signed_____

Institution or Call Letters_____

CONFERENCE INFORMATION

REGISTRATION

All persons planning to attend the conference should notify Mr. Anthony W. Zaitz, Department of English, South College, University of Massachusetts, Amherst, Massachusetts, immediately.

The registration process will begin at 9:00 A.M. Friday, April 8 at Skinner Auditorium, Campus, University of Massachusetts.

ROOMS

Dormitory facilities are available at Knowlton House, University Campus, where lodging will be assigned.

MEALS

Two organized meals and a social hour are planned: A "get acquainted" luncheon Friday, April 8 at 12:30 P.M.; dinner meeting at the Lord Jeffrey Inn, Friday, April 8 at 6:00 P.M. Tickets are $.90 and $3.00 respectively. Reservations should be made for the luncheon and dinner with Mr. Anthony Zaitz, University of Massachusetts. A blank for this purpose appears on the next page. The Social Hour will be from 4:00 - 6:00 P.M. at the Lord Jeffrey Inn on Friday, April 8.

CONFERENCE COMMITTEE

NAEB Headquarters Staff: Dr. Harry J. Skornia, Executive Director
Harold Hill, Associate Director

Co-hosts, Joint Conference Committee: Dr. Harry M. Lyle, Massachusetts Board of Educational Television

Professor W. Worcester Smith, Western Massachusetts Educational Television Council, Inc.

Professor Anthony W. Zaitz, WMUA, University of Massachusetts

PLEASE RETURN TO:

Professor Anthony W. Zaitz
Department of English
University of Massachusetts
Amherst, Massachusetts

Please register the following person(s) for NAEB Region I Conference April 8 and 9, 1955.

_____ _____

_____ _____

_____ _____

Please reserve dormitory accommodations for _____persons beginning _____ night.

Please reserve_____tickets for dinner session Friday, April 8 at 6:00 P.M. (Make checks payable to the University of Massachusetts. If unable to attend refund will be made.)

Please indicate dinner session food preference. Meat_____ Fish_____.

Appendix B

REGISTERED PARTICIPANTS

Miss Constance Warren	Former President, Sarah Lawrence College	New York
Mr. Parker Wheatley	WGBH-TV, Channel 2	Boston
Mr. Larry Creshkoff	WGBH	Boston
Mr. Ted Sherburne	WGBH	Boston
President Justus McKinley	Emerson College	Boston
Mr. Charles Dudley	Emerson College	Boston
Dr. Leo Martin	Boston University	Boston
Mr. George Sloane	Boston University	Boston
Dr. Harry Lyle	Massachusetts ETV Board	Boston
Mr. Morris Novik	NAEB	New York
Mr. Hartford Gunn	WGBH	Boston
Mr. Ralph Rourke	WFUV	Bronx, N.Y.
Miss Elizabeth McConarty	Massachusetts ETV Board	Boston
Prof. Arthur Weld	Syracuse University	Syracuse
Mr. B. Kendall Crane	WDUQ	Pittsburgh
Mr. Donald Schein	Syracuse University	Syracuse
Prof. David C. Phillips	Connecticut State ETV Council	Storrs, Conn.
Miss Dorothy Daniel	WQED	Pittsburgh
Mr. Nathan Shoehalter	Rutgers University	New Brunswick
Miss Rosaline Roulston	Community Services	Boston
Mr. Ted Kingsbury	Tri-State TV	Keene, N.H.
Mr. Russell Bomberger	WRTI	Philadelphia
Mr. Howard Curtis	Brown University	Providence
Prof. Anthony Zaitz	University of Massachusetts	Amherst
Prof. W. W. Smith	University of Massachusetts	Amherst
Mr. Cecil Bidlack	NAEB: Television Engineer	Urbana
Dr. Harry Skornia	NAEB: Executive Director	Urbana

File - Region I

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

NAEB

MEMORANDUM

TO : N.A.E.B. Active Radio Members, Region I

FROM: Al Fredette, Director, Radio, Region I

DATE: December 6, 1963

The main reason for accepting a nomination for a second term on the N.A.E.B. Radio Board in 1962 was because of my former role as Vice-Chairman for Development of the Educational Radio Network. The philosophy was that the interests of radio in the region might best be served by someone actively involved in both areas.

Although the Educational Radio Network is still in existence on a limited basis, the reorganization of the N.A.E.B. together with the emergence of the Educational Communications System, overshadows the previous situation.

Still based on the foregoing philosophy, I am not accepting a nomination to the N.A.E.B. radio Board, but wish instead to nominate Jack Summerfield, Manager of WRVR and Chairman of the Educational Communications Advisory Committee.

Over the years I have come to know and respect Jack and feel that he can do the kind of a job necessary in furthering educational radio, both regionally and nationally. I strongly urge you to support him in the coming election.

Please let me make it clear that this does not indicate a lack of willingness to serve educational broadcasting through the N.A.E.B. in any other capacity. On the contrary, if there is any service I can perform for you individually or for the N.A.E.B., I stand ready to be of service.

Finally, I would like to say once again "thank you" for your past cooperation and support.

Mailed 12/4/63

NAEB HEADQUARTERS
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

TO: ALL RADIO STATION MEMBERS

FROM: Harold E. Hill

RE: Nominations for new Radio Station Division Board

At the recent NAEB Convention in Milwaukee, the membership approved the amendments to the Constitution and By-Laws providing for a new organizational structure for the NAEB. Details of the new structure are contained in the latest Washington Report, now in the mail to all members. Among other things, the new structure provides for a semi-autonomous Radio Stations Division, with its own Board (similar to the present Radio Board).

Because the reorganization provides for the election of four new Division Boards, the nominations recently called for for the Radio Board from Regions II, IV and VI are invalid, and the incumbent members of the Radio Board from Regions I, III and V will have their terms terminated as of December 31, 1963, or as soon as the new Radio Station Division Board is constituted, if it is later than December 31.

Therefore, this is a call for nominations to the entire Radio Station Division Board. There will be six Directors, one elected from each NAEB Region. In order to constitute the new Board (which will have regular terms of three years), provision has been made for initial terms of different lengths, as follows:

Regions II and V	One year terms
Regions III and VI	Two year terms
Regions I and IV	Three year terms

Only the official representative of a member Radio station may submit a nomination, and he may nominate any regular employee of a member Radio Station within his Region.

In order to constitute the new Board before January 1, 1964, it will be necessary to have nominations at Headquarters not later than December 11. Ballots will then be prepared and mailed out so that returns can be received by Christmas.

For your convenience, the states comprising each of the regions are listed on the front of the NAEB Directory of Institutional Members. Also, for your information, the members of the present Board, who are resigning as of December 31, but are eligible for nomination at this time, are listed on page viii of the Directory.

Please use the attached form to submit your nominations. NOMINATIONS, TO BE VALID, MUST BE RECEIVED AT WASHINGTON HEADQUARTERS NO LATER THAN DECEMBER 11, 1963. (May we urge you to send your nomination by return airmail, and even by telegram if you feel time might not permit your nomination to reach here before the deadline.)

HEH/mlm
December 2, 1963

IMPORTANT NOTICE

Some members in Region I have reported that they did not receive a copy of the attached. Since an error in mailing might have occurred, we are sending this second notice. If you did not receive the first notice and would like to make a nomination at this time, will you please send it to Headquarters not later than October 9, 1957?

HEH:jg - 9/24/57

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS
14 Gregory Hall Urbana, Illinois

September 3, 1957

TO: ALL ACTIVE AND ASSOCIATE MEMBERS IN REGIONS I, III & V

FROM: Harry J. Skornia

RE: NOMINATIONS FOR REGIONAL DIRECTORS

As you will recall the NAEB Constitution calls for Directors to be nominated and elected by the members within their respective regions. YOU ARE HEREWITH INVITED TO SUBMIT NOMINATIONS FOR REGIONAL DIRECTOR FOR YOUR REGION. Naturally, any nominee must be from a member institution within your region. (The states composing each region are listed in the front of the NAEB Directory.)

All nominees for the Board of Directors will be announced at the Annual Convention in St. Louis, and the election will be conducted by mail as soon as practicable after the Convention, to preclude the possibility of election of the same persons as officers and Board members.

The NAEB Board is in effect, with the officers, the organization's policy control committee. Persons of mature judgment are therefore essential. Since the NAEB is not able to pay travel expenses for all Board meetings, persons selected should be able to travel when necessary, which involves a contribution by his institution or himself in both time and expense on behalf of the Association. Since the membership is itself, in effect, the legislative body of the Association, Board members are more nearly comparable to "members of the Cabinet" and as such should have a broad national outlook instead of only a regional one. And finally, since good Boards are characterized by dynamic group thinking and discussion, as originators of policy, rather than merely voting on individual items submitted to them for comment by the President, forthright, broad, educational thinking is an important qualification.

Directors who will be serving for another year are Vernon Bronson (II), Richard A. Vogl (IV), Edwin H. Adams (VI) and Gertrude Broderick (at large). No nominations are called for in these spots until next year.

Present incumbents for the regions from which Directors are to be elected this year are as follows: Region I - Mr. Arthur Weld, Jr., Station WAER-FM, Syracuse University, Syracuse, New York; Region III - Miss Ola Hiller, Station WFBE-FM, Flint Public Schools, Flint, Michigan; Region V - Mr. Robert Schenkkan, Department of Radio-TV, University of Texas, Austin, Texas. (NOTE: Although Mr. Schenkkan was elected only last year, he was elected for only one year to fill the vacancy created when John Schwarzwalder moved out of Region V.)

NOMINATIONS MUST BE RECEIVED AT NAEB HEADQUARTERS NOT LATER THAN SEPTEMBER 25, 1957. Please do not fail to send yours in.
HJS/dfc

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS
14 Gregory Hall Urbana, Illinois

August 31, 1956

TO: ALL ACTIVE AND ASSOCIATE MEMBERS IN REGIONS II, IV & VI

FROM: Harry J. Skornia

RE: NOMINATIONS FOR REGIONAL DIRECTORS

You will recall that, at the Convention in Chicago last fall, the NAEB By-Laws were amended to provide for a new procedure for the election of Regional Directors.

This new procedure calls for Directors to be nominated and elected by the members within their respective regions. YOU ARE HEREWITH INVITED TO SUBMIT NOMINATIONS FOR REGIONAL DIRECTOR FOR YOUR REGION. Naturally, any nominee must be from a member institution within your region. (The states composing each region are listed in the front of the NAEB Directory.)

Election of Board Members will occur as soon as possible after the election of officers, at the Annual Convention, to preclude the possibility of election of the same persons as officers and Board members.

The NAEB Board is in effect, with the officers, the organization's policy control committee. Persons of mature judgment are therefore essential. Since the NAEB is not able to pay travel expenses for all Board meetings, persons selected should be able to travel when necessary, which involves a contribution by his institution or himself in both time and expense on behalf of the Association. Since the membership is itself, in effect, the legislative body of the Association, Board members are more nearly comparable to "members of the Cabinet" and as such should have a broad national outlook instead of only a regional one. And finally, since good Boards are characterized by dynamic group thinking and discussion, as originators of policy, rather than merely voting on individual items submitted to them for comment by the President, forthright, broad, educational thinking is an important qualification.

Present incumbents for the regions from which Directors are to be elected this year are as follows: Region II - Mr. Earl Wynn, Communications Center, University of North Carolina, Chapel Hill, N. C.; Region IV - Dr. Burton Paulu, Station KUOM, University of Minnesota, Minneapolis, Minn.; Region VI - Mr. Edwin Adams, School of Communications, University of Washington, Seattle, Washington.

NOMINATIONS MUST BE RECEIVED AT NAEB HEADQUARTERS NOT LATER THAN SEPTEMBER 20, 1956.

Ch—
I-0764

E. ARTHUR HUNGERFORD, JR.
19 ORCHARD RIDGE ROAD
CHAPPAQUA, NEW YORK

(40 or so people)

9/11/58

Dear Harry,

The program is about as was. except Winnie of Iowa can't come. Tom Carney has consented to conduct a ? panel on Ford Foundation matters. So Sunday will be Thornton for BFA plus Venezuelan visitors — and Tom Carney. Will you please chair that meeting. & I will appreciate it. Tom has been to print some of his [illegible] you said. OK? Am

to New NAEB's

Make address card or add phone No.

Metropolitan Educational Television Association
345 East 46th Street
New York 17, New York

Regional I file

August 21, 1958

Dear

The National Association of Educational Broadcasters is holding a regional meeting on September 20-21, 1958, at the Carnegie Endowment International Center, 345 East 46th Street (at First Avenue) New York City.

Although you are not a member of the N.A.E.B., the meeting would benefit very much by your presence, and we hope that you might enjoy coming. We extend you a most cordial invitation.

If you should wish hotel accommodations, please fill out the enclosed blank and return it directly to the Beekman Tower.

The only fees involved are a $6 registration fee and $7 for a reception and dinner on Saturday evening. Both amounts can be sent along with the enclosed registration blank. Please make checks payable to the N.A.E.B.

The meeting's program is enclosed for your perusal.

Please forgive the impersonal nature of this letter, but we must be as expeditious as possible.

Sincerely yours,

E. A. Hungerford

E. A. Hungerford, Jr.

EAH:bes
Enclosures

N.A.E.B. REGION I MEETING

September 20 - 21, 1958

* * * * * * *

LOCATION OF MEETING

Second Floor Lounge, Carnegie Endowment International Center, 345 East 46th Street, at First Avenue, New York City.

HOTEL

Beekman Tower Hotel, 49th Street and First Avenue, New York.

MEALS

The only formal meal will be dinner on Saturday evening, which will be a regular meeting session and will be held in the Beekman Tower Dining Room from 6 to 8 p.m. All other meals are at your own choice.

ARRIVAL

Hotel guests will be expected in the afternoon or evening of Friday, September 19th. There will be no formal program that night, but there is a small cocktail lounge atop the Beekman where the clan can assemble.

REGISTRATION

It will help greatly in our planning if you will register (and send the $6 fee) by mail as soon as possible. Make checks payable to N.A.E.B. and mail to E. A. Hungerford, Jr., META, 345 East 46th Street, New York 17, New York. However, you may register upon arrival; we will have a desk at the Beekman on Friday evening.

There will be, also, a $7 fee for the reception and dinner. You can pay this amount along with the registration fee.

The N.A.E.B. will make up the remainder of the costs.

PROGRAM

SATURDAY -- SEPTEMBER 20, 1958

9:00-11:30 a.m.--FIRST SESSION:

Theme: Regional Networks and Cooperative Programming

1. 'Recent Important Events in Region I Educational Broadcasting'--
   collected and presented by Ralph Steetle, Executive Director, Joint Council on Educational Television.

2. 'Report from Headquarters'--
   Harry J. Skornia, Executive Director, N.A.E.B.

3. 'A Live Regional FM Network'--
   Seymour N. Siegel, Director of Radio Communications, New York City.

4. 'A Potential Live Network for Television'--
   Hartford N. Gunn, Jr., General Manager, WGBH-FM and WGBH-TV, Boston, Massachusetts.

12:00 noon-1:30 p.m.--Informal lunch at the Beekman Tower or your choice. No program at lunch.

2:00-4:30 p.m.--SECOND SESSION:

Theme: The Superintendents' Viewpoints on In-School TV

Five prominent Superintendents will give short statements about In-School Television in their cities and report significant results:

Dr. William M. Brish--Hagerstown, Md.
Dr. Harold Gores--Newton, Mass.
Dr. John J. Theobald--New York City (tentative)
Dr. Allen H. Wetter--Philadelphia, Pa.
Dr. Calvin E. Gross--Pittsburgh, Pa.

Moderator--Dr. Alan W. Brown, President, Metropolitan Educational Television Association, Inc.

5:00-6:00 p.m.--Reception -- Beekman Tower Hotel.

6:00-8:00 p.m.--Dinner Meeting.

Guest of honor and speaker--Dr. George D. Stoddard, Dean, School of Education, New York University, and Board of Directors of the Lincoln Center for the Performing Arts, Inc. Dr. Stoddard will discuss the relation of the Lincoln Center to the mass media.

*The meeting will end promptly so that theatre-goers can make their curtains.

SUNDAY -- SEPTEMBER 21, 1958

10:00 a.m.-12 noon--THIRD SESSION:

Theme: The Potential for Improved Communications between People and Nations by Radio/Television

1. 'The Role of the Broadcasting Foundation of America'--
   Basil Thornton, Executive Director, B.F.A.

2. 'The Venezuelan ETV Experiment'--
   Dr. John Winne, State University of Iowa. (Tentative)

12 noon-1:00 p.m.--General bull session and round-up. Gripes, suggestions, hopes, and plans--all welcome.

REGISTRATION FORM

I hereby register for the Region I N.A.E.B. meeting to be held September 20-21, 1958. Attached is my check for $6.00.

Signed: _____

Address: _____

_____

IN NEW YORK CITY...

Beekman Tower Hotel

One of New York's Newest

3 Mitchell Place at 49th St. overlooking East River

Telephone ELdorado 5-7300

CONVENIENTLY

and fashionably located in the "near Grand Central zone"... a few short blocks from famed shops ... Times Square and Rockefeller Center.

MODERN

in every respect with an enviable reputation for keeping abreast of the times in the attractiveness of its appointments and the efficiency of its services. 400 sun-drenched outside rooms ...many with private terraces.

CUISINE

is comparable to the best... at prices that fit the most modest budget. Leisurely service in the attractive Main Dining Room...when in a hurry there is the Coffee Shop. The intimate ELBOW ROOM BAR is on the lobby floor... as is a well-equipped drug store.

To quote a distinguished foreign diplomat—

"The view at night is one of the most magnificent sights in the world."

BANQUET

and meeting facilities for large or small groups are available in the grand ballroom and numerous attractive lounges and private rooms. A skilled staff is at your service to assist with planning the details.

BREATHTAKING

are the magnificent views of the New York skyline and the fascinating river scenes... You haven't really seen New York 'til you have seen it from the TOP O' THE TOWER COCKTAIL LOUNGE...26 floors above Manhattan.

FRIENDLINESS

is our keynote... when you stay here it is like being among people you have known intimately for years. The prestige of this fine hotel attracts experienced travelers from all over the world.

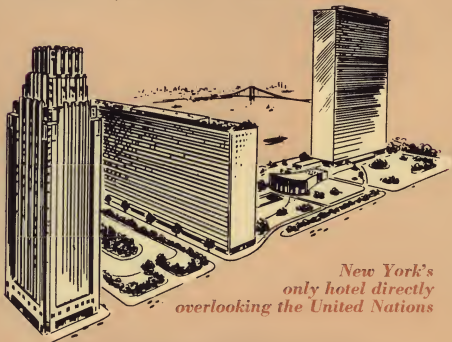
BEEKMAN HILL

An historic past . . . a prophetic future

In 1763 . . . close to the present site of Beekman Tower Hotel . . . the country mansion of James Beekman was erected. It was miles outside the limits of the bustling little community of New York. During the revolution Beekman Mansion, from which the owner had fled, served as the headquarters for Generals Howe, Clinton and Carlton. In it Nathan Hale heard his sentence of death . . . he was hanged nearby. There also Major Andre spent his last night in New York before keeping his ill-fated rendezvous with Benedict Arnold at West Point. For years Beekman Hill has remained a fashionable residential section of Manhattan.

And now Beekman Hill and its only hotel . . . Beekman Tower . . . faces a prophetic future unequalled in our time. The permanent home of the UNITED NATIONS lies at its door and the section will increasingly become the center of world affairs and interest in the coming years. Today the hotel is attracting as guests important personages in the governmental, cultural and business affairs of most of the countries of the world.

We are sure you will like Beekman Tower Hotel.



New York's only hotel directly overlooking the United Nations

BEEKMAN TOWER HOTEL

3 Mitchell Place at 49th St. overlooking East River

Telephone ELdorado 5-7300

BEEKMAN TOWER HOTEL

3 MITCHELL PLACE AT 49TH ST. OVERLOOKING EAST RIVER
NEW YORK 17, N. Y.

TELEPHONE: ELDORADO 5-7300

Please reserve the accommodations checked below:

(NAME) (STREET ADDRESS) (CITY) (STATE)

Will arrive (date) _____ (time) _____ Will depart _____ check out time is 3:30 P. M.

_____Single rooms with Private bath — $7.50 ☐ $8.50 ☐ $9.50 ☐

_____Double room with Private bath — $12.00 ☐ $13.00 ☐ $15.00 ☐ $16.00 ☐ $17.00 ☐
additional person $3.00

_____Suites (Parlor & twin bedded room) — $16.00 ☐ $17.00 ☐ $18.00 ☐ $19.00 ☐ $22.00 ☐ $24.00 ☐ $25.00 ☐
additional person $3.00

_____Single rooms sharing a bath with one other room — $5.00 ☐ $5.50 ☐ $5.75 ☐

Please check here if confirmation is desired._____ Garage Facilities Available at $2.50 Per Day

RESERVATIONS ARE HELD UNTIL 6 P. M. UNLESS OTHERWISE NOTIFIED.

It is not always possible to reserve specific locations and price. We shall, however, reserve accommodations most nearly complying with your request. For this reason may we suggest early reservations..

RATES EFFECTIVE MARCH 1, 1958

NAEB Region #1 Meeting

Carnegie International Center

September 20-21, 1958

Programs

SATURDAY, SEPTEMBER 20, 1958

9:00-11:30A.M.--FIRST SESSION: 2nd floor Lounge -- 345 East 46th Street

Theme: Regional Networks and Cooperative Programming

1. Recent Important Events in Region I Educational Broadcasting--
   collected and presented by Ralph Steetle, Executive Director,
   Joint Council on Educational Television.

2. Report from Headquarters--Harry J. Skornia, Executive Director, NAEB.

3. A Live Regional FM Network--
   Seymour N. Siegel, Director of Radio Communications, New York City.

4. A Potential Live Network for Television--
   Hartford N. Gunn, Jr., General Manager, WGBH-FM and WGBH-TV,
   Boston, Massachusetts.
   Moderator: E.A. Hungerford, Jr., Director of Operations (on leave),
   Metropolitan Educational Television Association, Inc.

12:00 noon-1:30P.M. -- Informal lunch at the Beekman Tower or your choice.
No program at lunch.

2:00-4:30P.M.--SECOND SESSION: 2nd floor Lounge - 345 East 46th Street

Theme: The Superintendents' Viewpoints on In-School TV

Five prominent Superintendents will give short statements about In-School Television in their cities and report significant results, after which there will be open discussion.

Dr. William M. Brish--Hagerstown, Md.
Dr. Harold B. Gores--Newton, Mass.
Dr. Calvin E. Gross--Pittsburgh, Pa.
Dr. John J. Theobald--New York City
Dr. Allen H. Wetter--Philadelphia, Pa.

Moderator--Dr. Alan Willard Brown, President, Metropolitan Educational Television Association, Inc.

5:00-6:00P.M. -- Reception -- Terrace Room -- 345 East 46th Street (11th floor and up flight of stairs)

6:00-8:00P.M. -- Dinner Meeting* -- 2nd floor Lounge -- 345 East 46th Street

Guest of honor and speaker--Dr. George D. Stoddard, Dean, School of Education, New York University, and member, Board of Directors of the Lincoln Center for the Performing Arts, Inc. Dr. Stoddard will discuss the relation of the Lincoln Center to the mass media. Dr. Stoddard will be introduced by Dr. Kenneth Bartlett, Vice President of Syracuse University.

*The meeting will end promptly, so that theatre-goers can make their curtains.

SUNDAY -- SEPTEMBER 21, 1958

10:00A.M.-12:00 Noon -- THIRD SESSION: 2nd floor Lounge - 345 East 46th St.

Theme: The Potential for Improved Communications between People and Nations by Radio/Television

Chairman: Dr. Harry Skornia, Executive Director of NAEB

1. The Role of the Broadcasting Foundation of America
   Basil Thornton, Executive Director, B.F.A.

2. A Question Period -- James Armsey -- Ford Foundation

Burrelle's
ESTABLISHED 1888
BArclay 7-5371
PRESS CLIPPING BUREAU
165 Church Street - New York

NORFOLK, VA.
VIRGINIAN-PILOT
Circ. D. 90,992 - S. 96,125
MAR 14 1953

Video Praised As 'Educator' By Kay Kyser

Calls Medium Greatest Boon Since Advent of The Printing Press

Chapel Hill, N. C., March 13 (AP)—Educational television has unlimited potentialities but it must be handled with ingenuity, showmanship, good judgment and proper safeguards.

The view was emphasized here tonight by Kay Kyser, who has had professional experience in the television field, in an address at a banquet session of a regional seminar workshop of the National Association of Educational Broadcasters, comprising 10 Southern states and Puerto Rico.

Earl Wynn, director of the University Communication Center, who is director of this region, presided. President Gordon Gray, gave the university's welcome.

Kyser said that, "with proper guidance television can be as great a boon to our spiritual, intellectual and economic enlightenment as the printing press was.

Immediate goals of NAEB, as outlined by Graydon Ausmus, University of Alabama, president of the organization, include the "immediate expansion of services to member stations, the professional upgrading of personnel, and, most important of all, the extension of services to foreign countries.

Ausmus made the keynote address at the opening general session today, after Seymour Siegel, Station WNYC, New York, immediate past president, gave a history of the organization.

"This conference offers the opportunity to tell NAEB what you want," Siegel said. "Our strength lies in the free exchange of ideas, and you are the people to help put vitality in the organization. Our weakness in the past," he said, "has been attributed to the fact that there has been too little participation by all the members and the business of NAEB has been settled by too few people on the upper level."

Tomorrow's program will include group discussions, reports from the representatives of the various states, and a banquet at the Carolina Inn at 7:30 when chairmen will report and President Ausmus will give a summary.

Burrelle's
ESTABLISHED 1888
BArclay 7-5371
PRESS CLIPPING BUREAU
165 Church Street - New York

LEXINGTON, KY.
LEADER
Circ. D. 23,652
MAR 13 1953

Attends Conference

Mrs. Camille Henderson Halyard, acting head of the University of Kentucky Radio Arts Department, is representing Kentucky at a National Association of Educational Broadcasting conference at Chapel Hill, N. C., today and Saturday.

Mrs. Halyard will speak to the state delegates Saturday on the radio and television activities of Kentucky's state institutions.

Kay Kyser Projected In New Role: Kollege Of Video Knowledge

Greensboro, N. C., March 31.

Educational television has unlimited potentialities but it must be handled with ingenuity, showmanship, good judgment and proper safeguards.

That view was emphasized by Kay Kyser in an address at a banquet session of a regional seminar workshop of the National Assn. of Educational Broadcasters, comprising 10 Southern states and Puerto Rico. The meeting was held at the University of North Carolina. Earl Wynn, director of the university communication center, who is director of this region, presided.

Kyser said, "With proper guidance television can be as great a boon to our spiritual, intellectual and economic enlightenment as the printing press was. We cannot afford to shut our eyes to this challenge. We must proceed cautiously but not too slowly. There is a fine line between procrastination and impetuosity.

"Educational television programs can be—I said can be—entertaining as well as informative so long as they effectively challenge the curiosity of people to know more. They can be made palatable and provocative."

Chancellor Robert B. House set the theme when he urged the broadcasters to set their standards on a high level. "Nothing can stop you if you keep your standards high and your work interesting and human," he said.

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165 Church Street - New York

VARIETY
NEW YORK CITY
APR 1 1953

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Feb

This is rather ironical, huh? - 2 on the ball Directors in same region -

NAEB REGION I MEMO

February 28, 1962

TO: Region I NAEB Members and Interested Parties

FROM: Region I Director

RE: Federal Legislation for ETV

HR 132, known as "The Roberts Bill", which would provide 25 million dollars to build educational television facilities in the United States, was approved by the House Rules Committee on February 26, 1962.

HR 132 will now go to the House of Representatives. Since the Senate has passed similar legislation twice before, the House vote is perhaps the most crucial test for this legislation.

It is therefore important that the Representatives be well informed concerning the role of this legislation in the future of ETV. This information may come from you, personally, or from whatever source you feel might be helpful in this regard.

Educational organizations which enjoy federal tax exemption of course must realize that actions to foster federal legislation must be insubstantial in comparison to other activities.

Sincerely yours,

Hartford

Hartford N. Gunn, Jr.
Region I - TV Board
National Association of
Educational Broadcasters

HNGjr:eh

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

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NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.